

puro·earth

puro·earth

Introduction

Mitigation hierarchy

Avoid

Avoid fossil carbon-intensive activities

Replace

Replace high-fossil-carbon materials / energy with low carbon

Reduce

Do whatever you do more efficiently

Remove

Emission removals for activities that cannot be eliminated

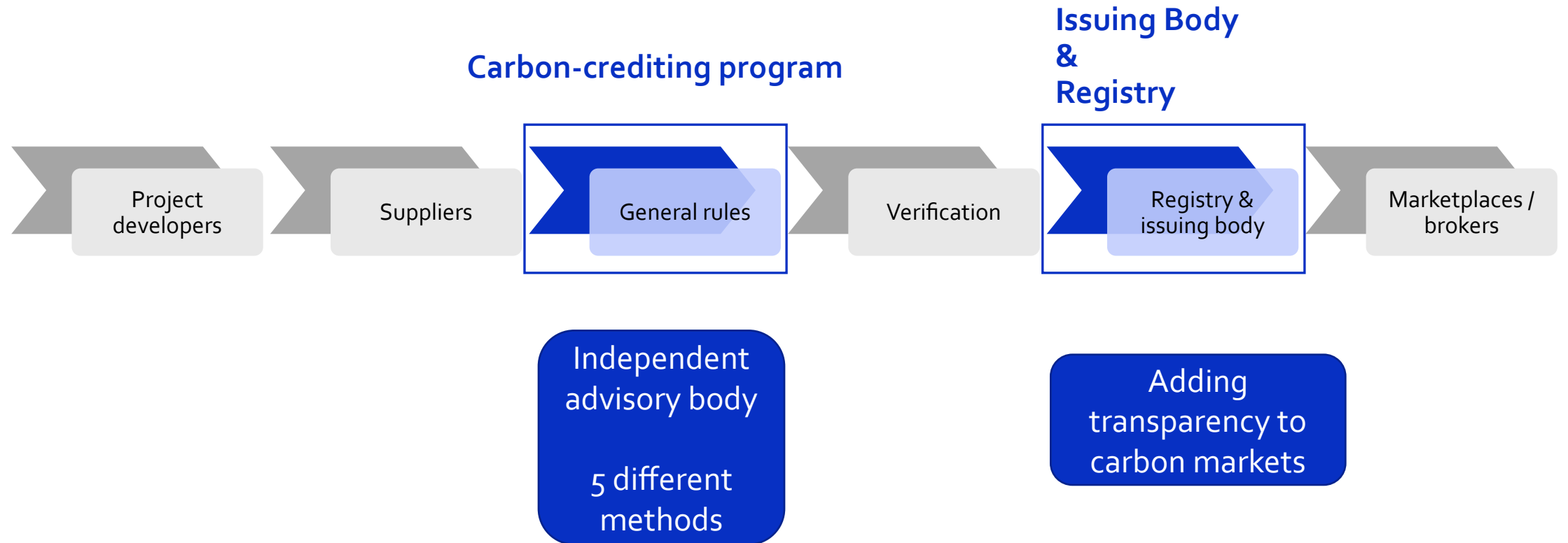
puro·earth

Reaching Net Zero by 2050

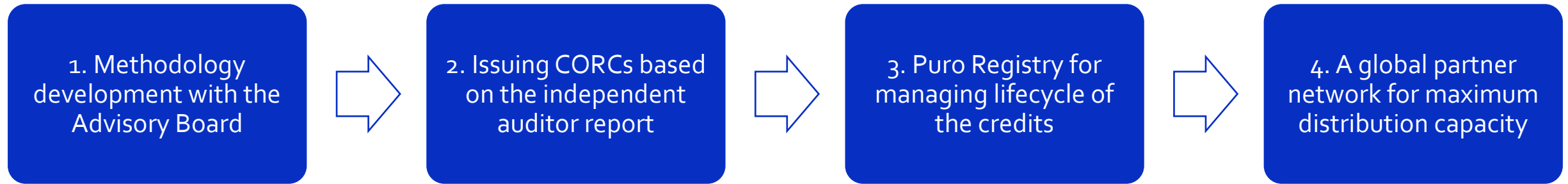
Even after reducing emissions by 80-90%, we would still need to remove between 5 and 10 GT of carbon each year



Puro.earth's position in the carbon market value chain



What is a carbon crediting platform?

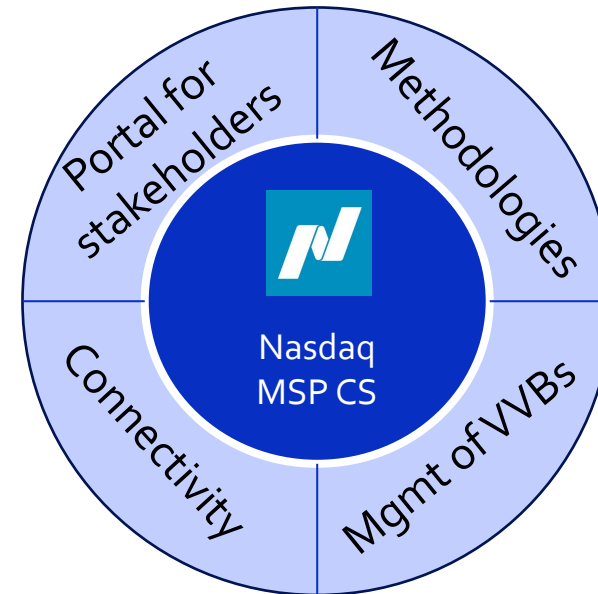


1. Writing the methodologies, the rules which projects must follow. All methodologies signed off by the independent Advisory Board.
2. Issuing credits only once the removal has occurred and the project has been independently audited.
3. Publishing the full lifecycle of the carbon credit from issuance to retirement in the Puro Registry
4. Provide a platform where customers can access CO₂ Removal Credits to deliver the net in net-zero emissions

Full framework endorsed by International Carbon Reduction and Offsetting Alliance (ICROA)

Registry and carbon crediting program

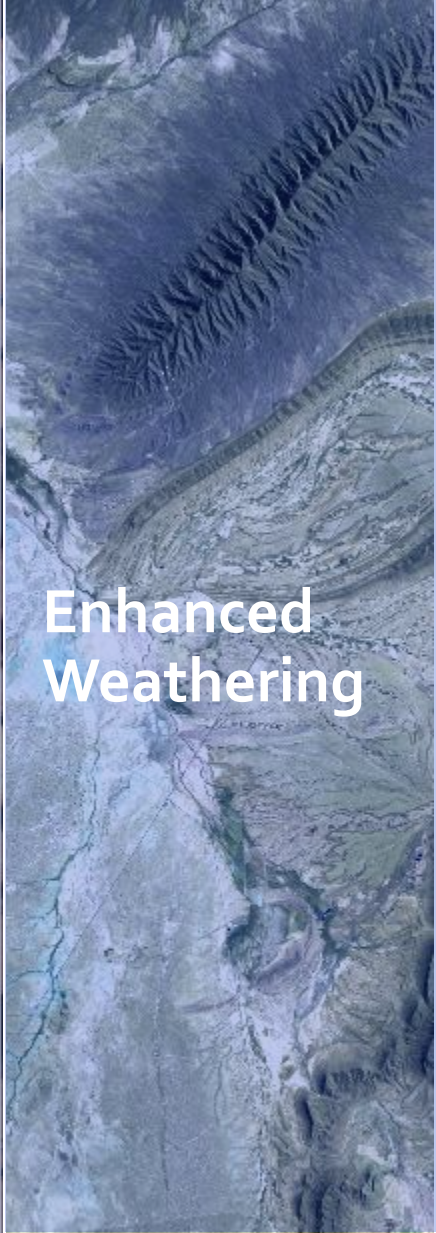
- Puro Registry is based on Nasdaq MSP Custody Service technology
 - Token Taxonomy Framework
 - Smart Contract driven
 - Built-in Resiliency and Scalability
- Nasdaq MSP Custody Service is available as a standalone technology for interested parties
- Puro has taken the technology in use and built necessary auxiliary services and processes
- Article 6 compliant credit labelling system



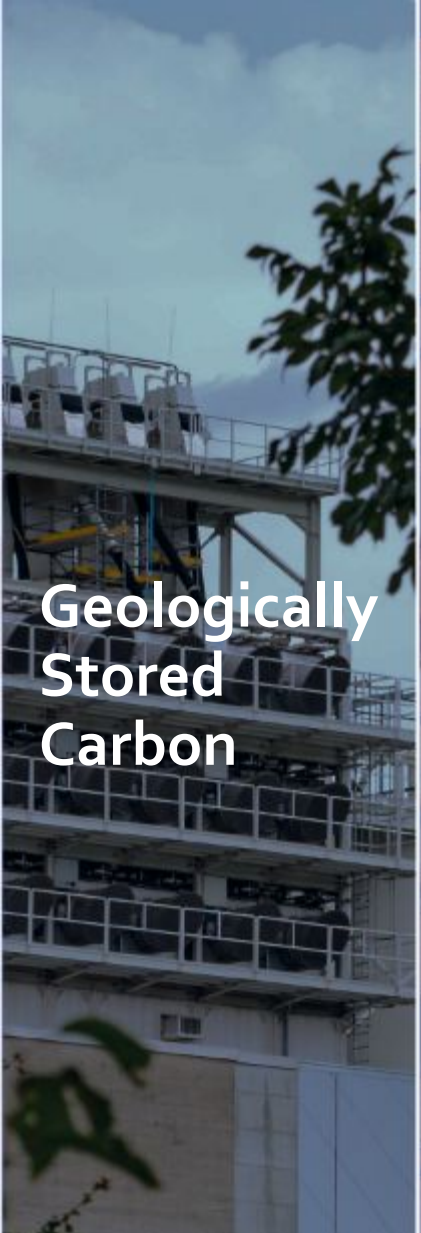


Next up:
aquatic
biomass burial,
blue carbon,
etc.

Enhanced
Weathering



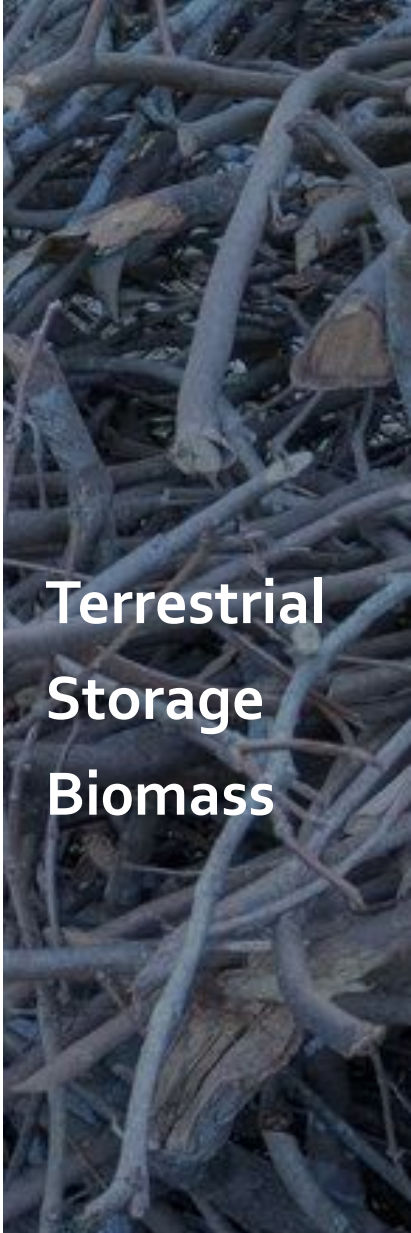
Geologically
Stored
Carbon



Carbonated
Materials



Terrestrial
Storage
Biomass



Biochar



Contracted Permanence

100+

1,000+

Enabling transparency & building trust

<https://registry.puro.earth/carbon-sequestration/projects>

<https://registry.puro.earth/carbon-sequestration/retirements>

DATE	RETIRED CORCS	CERTIFICATES	CREDIT TYPE	METHODOLOGY
2024-06-14	1980	PURO_PR_CORC100+_BO_432524_2024_7e5baa63-d210-4a75-bd33-9faf84b013e3_643002406801000010000000462679-643002406801000010000000464658	CORC 100+	Biochar

BENEFICIARY	RETIREMENT PURPOSE	COUNTRY OF CONSUMPTION	PROJECT COUNTRY	PROJECT NAME
Microsoft Corporation	Retired on behalf of Microsoft for voluntary purposes	United States of America	Bolivia	Concepcion 1

Partnering with Governments – operating a certification framework

1. Puro can offer a ready-made solution for governments that want to leapfrog participation in the carbon markets
2. Puro Standard is endorsed by ICROA and currently applying for ICVCM CCP and CORSIA approvals
3. Run the carbon crediting program on behalf of the government - including the registry
4. Provide certification service to ensure that carbon removal is independently verified and compliant with best practises of the carbon markets

Puro.earth reference customers



"Carbon dioxide removal is a vital part of tackling the atmosphere's growing greenhouse gas concentration and we want to take responsibility for our carbon footprint. Collaborating with Puro earth allows us to help expand the nascent carbon removal industry."

Elizabeth Willmott, Carbon Program Manager, Microsoft



"To stop global warming, it is not enough to limit emissions, but measures are also needed to remove carbon dioxide from the air. This is an exciting initiative to create economic drivers to accelerate the development."

Joachim Alpen, Co-head of SEB's Large Corporates & Financial Institutions division



"We were impressed how quickly Puro earth was able to bring this marketplace to life. We had little time to reflect if this should become our first proof point for the company's net-zero ambition - which was not public yet at that time. Today we know it was the right decision to put the money where the mouth is and help Puro to grow roots."

Mischa Repmann, Senior Environmental Mgmt Specialist, Swiss Re Group



Shopify selected three Puro earth carbon removal companies as part of their bold commitment to invest a minimum of \$5 million annually in the most promising and impactful technologies and projects to fight climate change globally.



"As a technology company we want to support technical changes that supports the essence of the net zero ambition and logic of science-based targets guidance. Our focus is on continued absolute emissions reductions, but supporting the development of carbon removals is an additional, important component in our climate strategy."

Hanna Duraku, Sustainability Manager, Telia Company



"To balance out our unavoidable residual emissions, we are supporting innovative carbon removal solutions. The urgency of the situation means we need to be proactive and help scale up the carbon removal industry, which is still in its infancy."

Alison Martin, CEO EMEA and Bank Distribution, and the Executive Committee member responsible for Sustainability

